

REP HEADLINE# 6217732      TRF# E:120703      REP: TEL# 703-516-9399      FAX# 703-516-9680  
 \$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!      AUG2/12 15.13  
 ORDER WORKSHEET      HARRIS REPORT FROM REP      \*\*\* WSPA-TV \*\*\*  
 \*\*CHANGES\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/P MCCRORY/R/GOV/NC      REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME SMART MEDIA GROUP      BUYER NAME MICHELE BROOKS

814 KING STREET, SUITE 400      SALES PRSN WA- MICA HANSEN (H)  
 ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6217732      CLASS: NATL.      LOCAL      REGIONAL

PRDCT MCCRORY 4 NC GOV      EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG6/12 AUG12/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG2/12 15.13

REP:      REVISION 8/2  
 APPROVED BLANK DARE REVISION TO UNLOCK, NO CHANGES  
 TOTAL SAME, PLEASE CONFIRM  
 THANKS! ASHLEY FOR MICA

STA:

CON CM      \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
 \*\*\*\*\*IDB# 1046\*\*\*\*\*  
 PAT MCCRORY FOR NC GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

AGENCY ADVERTISER CODE = MCCRO      AGENCY EST# = 806812  
 AGENCY PRODUCT CODE = ORDR

NO BUYS TO PRINT

AUG/12      39000.00      CONTRACT TOTAL      39000.00  
 TOTAL SPOTS      14

REP HEADLINE# 6217732 TRF# E:120703  
\$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 15.13  
\*\*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$494,155 WSPA 30% WLOS 46% WYFF 16% WHNS 8% WYCW 0% WMYA 0% CABL 0%  
WNEG 0%

ACCURATE SHARES FOR COMBO ORDERS

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 381 Issue 1



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	39000	Campaign Ref:	E:120703009
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /606812	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/06/12 to 08/12/12	Weeks:	1	Order Ref:	06217732
Est./PO Number:	06217732	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Copy

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	39000
Demographic:	(L) Household	Order:		
		Key Market:	Greenville Spartanburg Asheville	

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	08/06	Total	Cost
1	Fri 10p ET / 9p CT Blue Bloods .....F..	2500	30 Comme	Nbr of Spots	1	1	2500
8	Sun 1030a ET / 930a CT Face The Nation .....S	400	30 Comme	Nbr of Spots	1	1	400
9	Sun 7p ET / 6p CT 60 Minutes .....S	2500	30 Comme	Nbr of Spots	1	1	2500
10	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	400	30 Comme	Nbr of Spots	2	2	800
11	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	800	60 Comme	Nbr of Spots	1	1	800
12	Sun 9p ET / 8p CT 3 .....S	2500	30 Comme	Nbr of Spots	1	1	2500
13	Thu 10p ET / 9p CT Person Of Interest .....S	3500	30 Comme	Nbr of Spots	1	1	3500
Weekly Totals:				Total Spots(Ord Spots)	14	14	

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<b>Client:</b> Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b> 39000	<b>Campaign Ref:</b> E:120703009
<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /806812	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/06/12 to 08/12/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06217732
<b>Est./PO Number:</b> 06217732	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	08/06	Total	Cost
18	Tue 10p ET / 9p CT Person Of Interest .T.....	2500	30 Comme	1	1	2500
22	Tue 8p ET / 7p CT NCIS .T.....	4000	30 Comme	1	1	4000
23	Tue 8p ET / 7p CT NCIS .T.....	8000	60 Comme	1	1	8000
24	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	3000	30 Comme	1	1	3000
25	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	6000	60 Comme	1	1	6000
29	Wed 8p ET / 7p CT Big Brother ..W....	2500	30 Comme	1	1	2500
<b>Weekly Totals:</b> Total Spots(Ord Spots)				14	14	

<b>Grand Totals</b>		<b>Month 8 Weeks: 4</b>	
<b>Totals</b>			
Spots	14		14
Cost	39000		39000

**Grand Totals:** Spots: 14

<u>Gross Total:</u>	<u>39,000.00</u>
<u>Commission:</u>	<u>5,850.00</u>
<u>Net Total:</u>	<u>33,150.00</u>

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG1/12 15.14  
\*\*CHANGES\*\* \*\*\* WSPA-TV \*\*\*\*\*

BUYER NAME MICHELE BROOKS

SALES PRSN WA- MICA HANSEN (H)

	CLASS: NATL.	LOCAL	REGIONAL
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FLIGHT DATES AUG6/12 AUG12/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG1/12 15.14

REP: REVISED ORDER

ZERORED LNS 2-7, 14-17  
ADDED LNS 32-33  
NEW TTL 39000  
PLS CFM  
THANKS, MIKE FOR MICA

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
\*\*\*\*\*IDB# 1046\*\*\*\*\*

PAT MCCRORY FOR NC GOVERNOR

[illegible]

AGENCY ADVERTISER CODE = MCCRO	AGENCY EST# = 806812
AGENCY PRODUCT CODE = ORDR	

2	S	300P-400P	30	\$350.00	8/10	8/10	0	FRI	
PROGRAM : LETS MAKE A DEAL									
RA35+ : 2.7									
CON COM1: LETS MAKE A DEAL									

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG1/12 15.14  
\*\*CHANGES\*\* \*\*\* WSPA-TV \*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		400P-500P	30		\$350.00	8/10	8/10	0		FRI	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
4	S		400P-500P	60		\$700.00	8/10	8/10	0		FRI	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
5	S		300P-400P	30		\$350.00	8/6	8/6	0		MON	0
PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1: LETS MAKE A DEAL												
6	S		400P-500P	30		\$350.00	8/6	8/6	0		MON	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
7	S		400P-500P	60		\$700.00	8/6	8/6	0		MON	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
30	S		1000P-1100P	30		\$3,500.00	8/9	8/9	0		THU	0
PROGRAM : PERSON OF INTEREST RA35+ : 11.2 ORD COM1: PROGRAM CHANGES THIS IS A MAKE-GOOD FOR AUG9 ON LINE-13 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR AUG7 ON LINE-18 FOR 1 SPOT/WK												
31	S		1000P-1100P	30		\$2,500.00	8/7	8/7	0		TUE	0
PROGRAM : PERSON OF INTEREST RA35+ : 11.2 ORD COM1: PROGRAM CHANGES PART OF A MAKEGOOD MADE UP OF LINES 30-31												

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CREDIT RISK !!!  
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\*\*CHANGES\*\* \*\*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1: LETS MAKE A DEAL	30		\$350.00	8/9	8/9	0		THU	0
15	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1: LETS MAKE A DEAL	60		\$700.00	8/9	8/9	0		THU	0
16	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY	30		\$350.00	8/9	8/9	0		THU	0
17	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY	60		\$700.00	8/9	8/9	0		THU	0
19	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1: LETS MAKE A DEAL	30		\$350.00	8/7	8/7	0		TUE	0
20	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY	30		\$350.00	8/7	8/7	0		TUE	0
21	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY	60		\$700.00	8/7	8/7	0		TUE	0
26	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1: LETS MAKE A DEAL	30		\$350.00	8/8	8/8	0		WED	0



REP HEADLINE# 6217732 TRF# E:120703  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG1/12 15.14  
 \*\*\*CHANGES\*\*\* \*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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27	S		400P-500P	30		\$350.00	8/8	8/8	0		WED	0
PROGRAM : JUDGE JUDY												
RA35+ : 4.8												
CON COM1: JUDGE JUDY												

28	S		400P-500P	60		\$700.00	8/8	8/8	0		WED	0
PROGRAM : JUDGE JUDY												
RA35+ : 4.8												
CON COM1: JUDGE JUDY												

32	A		1000P-1100P	30		\$3,500.00	8/9	8/9	1		THU	1
PROGRAM : MENTALIST												
CON COM1: MENTALIST												

33	A		1000P-1100P	30		\$2,500.00	8/7	8/7	1		TUE	1
PROGRAM : UNFORGETTABLE												
CON COM1: UNFORGETTABLE												

AUG/12 39000.00 CONTRACT TOTAL 39000.00  
 TOTAL SPOTS 14

MARKET TOTALS \$494,155 WSPA 30% WLOS 46% WYFF 16% WHNS 8% WYCW 0% WMYA 0% CABL 0%  
 WNEG 0%

ACCURATE SHARES FOR COMBO ORDERS

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE